									Sheet 1 d
U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE					ATTY. DOCKET NO. DEM1P008		SERIAL NO. 10/006,608		
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56					APPLICANT Neal et al.				
					FILING DATE 11/30/01			GROUP 3621	
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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE		NAME	CI	ASS	SUBCLASS	FILING DATE I
	AA	7,249,033	07/24/07		Close et al.				
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CA Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33.197-205.

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.